

CLAIMS

1. A system for re-directing users of a global information network to specific advertisements resident on said network, wherein said system includes a sweepstakes component,
5 comprising:

a first database storing and maintaining identifying information related to a plurality of users, said users having registered with the system and being classified as a sweepstakes player, a prize presenter, or an advertiser;

a second database storing and maintaining information related to a plurality of prizes to be distributed through the sweepstakes component of the system, each of said prizes being associated with a prize presenter registered with the system; and

a third database storing and maintaining target advertising profiles, each of said profiles being associated with an advertiser registered with the system;

wherein when a sweepstakes player enters a sweepstakes for a particular prize, the identifying information related to said sweepstakes player stored and maintained in said first database is compared to the target advertising profiles stored and maintained in said third database, and said user is directed to a specific advertisement of a particular advertiser registered with the system based on said comparison;

wherein said particular advertiser pays a predetermined amount for the directing of said sweepstakes player to the specific advertisement; and

wherein said sweepstakes is conducted to distribute the particular prize once a predetermined revenue has been generated by the directing of users to advertisements.

2. A system as recited in claim 1, wherein said databases are maintained and accessed by a central control computer integrally connected to said global information network.

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3. A system as recited in claim 1, wherein said global information network is the World Wide Web portion of the global Internet.

4. A system as recited in claim 3, wherein said system is accessed by users through an Internet browser.

5. A system as recited in claim 1, wherein the identifying information associated with each sweepstakes player comprises a plurality of discreet demographic descriptors.

6. A system as recited in claim 5, wherein said advertising profiles are defined by a plurality of discreet demographic descriptors.

7. A system as recited in claim 6, wherein the comparison of the identifying information related to each said sweepstakes player to each said target advertising profile is carried out through a comparison of the discreet demographic descriptors.

8. A system as recited in claim 1, wherein a selling price for each of said prizes is

established by the associated prize presenter.

9. A system as recited in claim 8, wherein said predetermined revenue required for distribution of each said prize is greater than the established selling price of each said prize.

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10. A system incorporating a sweepstakes component for directing Internet traffic to web sites having specific advertisements resident thereon, and generating revenue based upon the number of users directed to said web sites, comprising:

a central station storing (a) identifying information related to a plurality of registered users, each of said users being classified as a sweepstakes player, a prize presenter, or an advertiser, (b) a list of prizes and information related thereto each associated with a registered prize presenter, and (c) a plurality of target advertising profiles each associated with a registered advertiser; and

a plurality of advertisement web sites each associated with one of said registered advertisers and a particular advertising profile;

said central station, in response to each of said sweepstakes players entering into said system and selecting one of said prizes from the list, (a) comparing identifying information of each of said entering and selecting sweepstakes players with said target advertising profiles and directing each entering and selecting sweepstakes players to a specific advertisement web site based on said comparisons, (b) determining revenue due from each registered advertiser in proportion to the number of times a specific advertisement web site associated with said registered advertiser was visited by entering and selecting sweepstakes players, and (c) randomly

selecting one of said entering and selecting sweepstakes players for awarding said selected prize thereto when said revenue equals a predetermined value.

11. A method for re-directing users of a global information network to specific advertisements resident on said network, wherein said method includes a sweepstakes component, comprising the steps of:

registering a plurality of sweepstakes players, each of said players providing demographic information in response to a series of inquiries, said demographic information being stored and maintained in an integral user database;

registering a plurality of prize presenters, each of said prize presenters providing identifying information that is stored and maintained in said integral user database, and each of said prize presenters registering one or more prizes for distribution through the sweepstakes component of the system, the selling price of each prize being established by the prize presenter, and the selling price and identifying information associated with each prize being stored and maintained in an integral prize database;

registering a plurality of advertisers, each of said advertisers providing identifying information that is stored and maintained in said integral user database, and each of said advertisers registering one or more target demographic profiles that are stored and maintained in an integral profile database;

providing a means for a particular sweepstakes player to enter a sweepstakes for a particular prize registered with the system, upon entry into said sweepstakes, the demographic information of the particular sweepstakes player as stored and maintained in the integral user

database being compared to the target demographic profiles stored and maintained in the integral profile database;

re-directing the particular sweepstakes player to an advertisement of a particular advertiser registered with the system based on said comparison, said particular advertiser paying

5 a predetermined amount for the re-direction of said sweepstakes player to the advertisement; and

distributing the particular prize to one of the sweepstakes players that have entered the sweepstakes for the particular prize through a random drawing, said drawing being initiated when the advertising revenue generated through re-direction of sweepstakes players exceeds the selling price established by the prize presenter by a predetermined amount.

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12. A method for causing increased viewing of advertisements displayed on web sites of a global information network using a sweepstakes contest, comprising the steps of:

storing a list of prizes to be awarded a winner of a sweepstakes contest and

15 displaying information pertaining to each prize on said global information network;

storing a list of sweepstakes players and information associated with each of said players;

storing a list of advertisers and demographic profiles associated with each of said advertisers;

20 receiving a selection of a prize from said list of prizes from each of said players entering the global information network and comparing said information associated with each of said players with said demographic profiles;

placing each of said players entering said network in communication with a

specific advertisement web site of one of said advertisers based upon a match between said information associated with said players entering said network and said demographic profiles; and

randomly selecting one of said players selecting said prize for an award thereto of said prize when a predetermined value proportional to the number of times each of said entering players was placed in communication with said specific advertisement web sites has been reached.

13. A method as recited in claim 12, in which a predetermined sum is a paid to a presenter of said awarded prize.

14. A network for the display of an item for sale, said network utilizing a sweepstakes contest for the sale of said item, including:

a multiplicity of individual user computers for displaying said item, each of said computers adapted to receive an individual user's affirmation to enter the sweepstakes contest associated with said item, each of said individual users having inputted specific identifying data;

a central control computer for receiving and storing said identifying data, establishing a value for said item marked up from a price provided by a seller of said item, and transmitting the display of said item to said individual user computers, said central control computer further having an advertiser database and matching said stored identifying data with one or more advertisers in said advertiser database when an affirmation is received; and

a plurality of advertising computers for storing and communicating

advertisements;

wherein said central control computer,

in response to receiving an affirmation from each of said individual user computers, placing each of said individual user computers in communication with the advertising computer of said matched advertiser for the display of an advertisement on said individual user computer, hereinafter referred to as a "re-direction," said matched advertisers paying a predetermined amount for each such re-direction;

continuously counting the number of re-directions;

determining the product of said counted re-directions and the predetermined amount assigned to each re-direction as paid by the matched advertisers,

closing said sweepstakes contest when said product equals said established value, and

randomly selecting one of said users associated with a communicated affirmation for award of said item.

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